

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for delivering search results for searches conducted over a network, the method comprising the steps of:
establishing an association between one or more links to resources, one or more conditions, and one or more items;
in response to a search for resources [[that is]] initiated at a client on said network, performing the steps of
identifying a set of links to resources [[that]] satisfying said search;
inspecting said association to determine whether any links in said set of links are associated with an item of the one or more items and whether any links in said set of links satisfy a condition of the one or more conditions; and
delivering search results over said network, wherein said search results include any items [[that are]] associated~~[[,]]~~ in said association~~[[,]]~~ with particular links~~[[,]]~~ in said set of links, [[that are both]] wherein said particular links are associated with a resource [[that satisfies]] satisfying said search and [[that]] said particular links satisfy a condition of the one or more conditions.
2. (currently amended) The method of Claim 1, wherein ~~said resources that correspond to said one or more links to resources are~~ resource satisfying said search is controlled by one or more first parties and said [[one or more]] any items [[is]] associated with said particular links are associated with a second party [[that]] which is different [[than]] from said one or more first parties.
3. (currently amended) The method of Claim 1, wherein at least one of said one or more items is a link to a resource [[that is]] not in said set of links to resources.

4. (currently amended) The method of Claim 1, wherein all of said one or more items are links to resources ~~[[that are]]~~ not in said set of links to resources.
5. (original) The method of Claim 1, wherein said one or more links to resources is a uniform resource locator (URL).
6. (currently amended) The method of Claim ~~[[1]]~~5, wherein said uniform resource locator (URL) is a hypertext link.
7. (currently amended) The method of Claim 1 wherein:
the search is for web documents ~~[[that reside]]~~ residing on any one of the World Wide Web, an intranet, and an extranet network; and
the step of identifying a set of links to resources ~~[[that]]~~ satisfying said search is performed by identifying a set of links to web documents ~~[[that]]~~ satisfying said search.
8. (currently amended) The method of Claim 1 wherein the step of establishing an association between one or more links to resources and one or more items includes associating a link to a resource with an item ~~[[that is]]~~ not derived from nor contained in a resource ~~[[that corresponds]]~~ corresponding to said link.
9. (currently amended) The method of Claim 1 wherein the step of delivering search results includes delivering said search results for display such that any item ~~[[that is]]~~ displayed based on the item's association with a link to a resource is displayed unassociated with said link to which the item is associated.
10. (currently amended) The method of Claim 1 wherein the step of delivering search results includes delivering said search results for display such that any item ~~[[that is]]~~ displayed based on the item's association with a link to a resource is displayed in a frame of display ~~[[that is]]~~ different than a frame of ~~[[said]]~~ display in which said link to which the item is associated is displayed.
11. (currently amended) The method of Claim 1 wherein:

the step of delivering search results over said network to said client is part of a service performed by a first party;
said one or more items are associated with one or more second parties; and
the method further includes the step of said one or more second parties paying said first party to associate said one or more items with links to resources [[that]] corresponding to resources [[that are]] controlled by one or more third parties.

12. (currently amended) The method of Claim 11, wherein at least one item of said one or more items is an advertisement [[that is]] associated with a second party of said one or more second parties.

13. (original) The method of Claim 1, wherein at least one item of said one or more items is dynamically generated content.

14.-26. (canceled)

27. (currently amended) A system comprising:
means for establishing an association between one or more links to resources, one or more conditions, and one or more items;
means for identifying a set of links to resources [[that]] satisfying a search for resources [[that is]] initiated at a client on said network;
means for inspecting said association to determine whether any links in said set of links are associated with an item of the one or more items and satisfy a condition of the one or more conditions; and
means for delivering search results over said network, wherein said search results include any items [[that are]] associated~~[[,]]~~ in said association~~[[,]]~~ with particular links in said set of links, [[that are]] wherein said particular links are associated with a resource [[that satisfies]] satisfying said search and [[that]] said particular links satisfy a condition of the one or more conditions.

28. (new) A computer-readable storage medium carrying one or more sequences of instructions for delivering search results for searches conducted over a network, wherein

execution of the one or more sequences of instructions by one or more processors causes performance of:

establishing an association between one or more links to resources, one or more conditions, and one or more items;

in response to a search for resources initiated at a client on said network, performing the steps of

identifying a set of links to resources satisfying said search;

inspecting said association to determine whether any links in said set of links are associated with an item of the one or more items and whether any links in said set of links satisfy a condition of the one or more conditions; and

delivering search results over said network, wherein said search results include any items associated in said association with particular links in said set of links, wherein said particular links are associated with a resource satisfying said search and said particular links satisfy a condition of the one or more conditions.

29. (new) The computer-readable storage medium of Claim 28, wherein said resource satisfying said search is controlled by one or more first parties and said any items associated with said particular links are associated with a second party which is different from said one or more first parties.
30. (new) The computer-readable storage medium of Claim 28, wherein at least one of said one or more items is a link to a resource not in said set of links to resources.
31. (new) The computer-readable storage medium of Claim 28, wherein all of said one or more items are links to resources not in said set of links to resources.
32. (new) The computer-readable storage medium of Claim 28, wherein said one or more links to resources is a uniform resource locator (URL).
33. (new) The computer-readable storage medium of Claim 32, wherein said uniform resource locator (URL) is a hypertext link.
34. (new) The computer-readable storage medium of Claim 28 wherein:

the search is for web documents residing on any one of the World Wide Web, an intranet, and an extranet network; and
said identifying a set of links to resources satisfying said search includes identifying a set of links to web documents satisfying said search.

35. (new) The computer-readable storage medium of Claim 28 wherein said establishing an association between one or more links to resources and one or more items includes associating a link to a resource with an item not derived from nor contained in a resource corresponding to said link.
36. (new) The computer-readable storage medium of Claim 28 wherein said delivering search results includes delivering said search results for display such that any item displayed based on the item's association with a link to a resource is displayed unassociated with said link to which the item is associated.
37. (new) The computer-readable storage medium of Claim 28 wherein said delivering search results includes delivering said search results for display such that any item displayed based on the item's association with a link to a resource is displayed in a frame of display different than a frame of display in which said link to which the item is associated is displayed.
38. (new) The computer-readable storage medium of Claim 28 wherein:
said delivering search results over said network to said client is part of a service performed by a first party;
said one or more items are associated with one or more second parties; and
said one or more second parties pay said first party to associate said one or more items with links to resources corresponding to resources controlled by one or more third parties.
39. (new) The computer-readable storage medium of Claim 38, wherein at least one item of said one or more items is an advertisement associated with a second party of said one or more second parties.

40. (new) The computer-readable storage medium of Claim 28, wherein at least one item of said one or more items is dynamically generated content.